

**Jefferson County**  
**Quit Line Data Summary**  
January 1 - March 31, 2003

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 18</b>	<b>N = 4,042</b>
<b>Percent of Statewide Calls</b>	0.5%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	0.4%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 15</b>	<b>N = 3,581</b>
Female	53.3%	62.2%
Male	46.7%	37.8%
<b>Race/Ethnicity</b>	<b>N = 16</b>	<b>N = 3,087</b>
People of Color	12.5%	12.9%
White	87.5%	87.1%
<b>Age</b>	<b>N = 16</b>	<b>N = 3,298</b>
Less than 18 years old	6.3%	1.8%
18 - 24 years old	0.0%	14.6%
25 - 34 years old	25.0%	23.1%
35 - 44 years old	18.8%	27.0%
45 years and older	50.0%	33.5%
<b>Education</b>	<b>N = 16</b>	<b>N = 3,197</b>
Did not graduate high school	12.5%	19.2%
High school graduate	56.3%	32.7%
Some college/vocational school	18.8%	36.6%
College graduate	12.5%	11.4%
<b>Caller Type</b>	<b>N = 18</b>	<b>N = 3,656</b>
General Information	5.6%	9.4%
Health care provider	0.0%	3.2%
Tobacco user	94.4%	87.4%
<b>Payer Type</b>	<b>N = 10</b>	<b>N = 2,529</b>
Insured	20.0%	36.7%
Uninsured	10.0%	29.6%
Medicaid	70.0%	33.7%
<b>Heard About</b>	<b>N = 17</b>	<b>N = 3,148</b>
Past caller	0.0%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	17.6%	24.8%
Television	11.8%	18.3%
Outdoor advertisement (billboard/bus/wall)	11.8%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	5.9%	1.9%
Newspaper/Magazine	17.6%	2.5%
Brochure/Newsletter	17.6%	8.2%
Family or friend	17.6%	24.2%
Health Department	0.0%	4.5%
School	0.0%	0.7%